

Message Text

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ACTION EB-08

INFO OCT-01 ARA-10 ISO-00 CCO-00 CIAE-00 OTPE-00 FCC-02
INR-07 NSAE-00 OC-06 USIA-15 COME-00 BIB-01 PA-02
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R 172121Z FEB 77
FM AMEMBASSY BOGOTA
TO SECSTATE WASHDC 9961
AMEMBASSY LIMA
AMEMBASSY BUENOS AIRES
AMEMBASSY CARACAS
AMEMBASSY LA PAZ
AMEMBASSY QUITO
AMEMBASSY SANTIAGO
AMEMBASSY BRASILIA
AMCONSUL RIO DE JANEIRO
AMCONSUL SAO PAULO

UNCLAS BOGOTA 1578

E.O. 11652: N/A
TAGS: ETEL, CO
SUBJECT: PROPOSAL FOR INTRODUCTION OF COLOR TV SYSTEM IN
COLOMBIA

REF: BOGOTA 11531 (1976)

1. A POSSIBLE MEANS OF INTRODUCING COLOR TELEVISION IN
COLOMBIA WITHIN THE FORESEEABLE FUTURE HAS BEEN INFORMALLY
SUGGESTED BY GABRIEL RESTREPO SUAREZ, THE PRESIDENT OF
GRUPOS TITULADOS, RTI, A HOLDING COMPANY WHICH OPERATES ONE
OF THE THREE COLOMBIAN TELEVISION NETWORKS.

2. IN A RECENT NEWSPAPER INTERVIEW, RESTREPO PROPOSED THAT
THE GOC LOWER ITS TARRIFFS ON COLOR TELEVISION SETS IMPORTED
BY PRIVATE COLOMBIANS WITH THE STIPULATION THAT THOSE
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WHO IMPORT SUCH SETS, DONATE THEIR OLD BLACK AND WHITE
SETS TO THE GOVERNMENT. THE GOVERNEMENT WOULD THEN
DISTRIBUTE THE BLACK AND WHITE SETS TO POOR FAMILIES,
PARTICULARLY TO THOSE WHO LIVE IN RURAL AREAS. THE
IDEA OF GOVERNMENT DISTRIBUTION OF TELEVISION SETS IS
NOT WITHOUT PRECEDENT SINCE COLOMBIA IMPORTED 80,000
TELEVISION SETS IN 1955 AND, USING ONE OF THE LARGE

BANKS AS AN INTERMEDIARY, SOLD THEM TO THE POPULACE AT A LOW PRICE.

3. IN DEFENSE OF HIS PLAN, RESTREPO STATED THAT IS IS VIABLE BECAUSE (1) EXCEPT FOR A LOS OF CUSTOMS REVENUE, THE IMPORTATION OF COLOR TELEVISION SETS WOULD COST THE GOC NOTHING; (2) COLOMBIA ALREADY POSSESSES A LIMITED CAPABILITY FOR TRANSMITTING IN COLOR, AND (3) COLOMBIA SORELY NEEDS THE MEANS OF EDUCATION AND COMMUNICATION WHICH A WIDE DIFFUSION OF TELEVISION PROGRAMMING WOULD PROVIDE.

4. RESTREPO, WHO ENVISIONS COLOR TELEVISION BRINGIN VAI-SATELLITE TRANSMISSIONS AND INTERNATIONAL VIDEO TAPE PROGRAMMING TO COLOMBIA, APPARENTLY HOPES THAT HIS COMPANY'S TELEVISION NETWORK WILL BE AWARDED THE BORADCAST RIGHTS FOR THE INTERNATIONALLY-POPULAR WORLD CUP SOCCER SERIES.

5. A FORMER INRAVISION (COLOMBIAN GOVERNMENT RADIO-TELEVISION AGENCY) BROADCAST ENGINEER WHO NOW WORKS AS A CONSULTANT FOR AMPEX, INCORPORATED, BELIEVES THAT GOVERNMENT ACCEPTANCE OF THE RESTREPO PLAN IS UNLIKELY DUE TO THE 20 TO 30 MISSION DOLLARS EXPENDITURE NEEDED TO INSTALL A FULL COLOR TRANSMITTING SYSTEM AND BECAUSE THE GOVERNMENT WOULD BE HESITANT TO ADOPT INNOVATIONS PROPOSED BY A PRIVATE TELEVISION NETWORK.

6 IN A SEPARATE BUT RELATED MATTER, (SEE REFTEL)
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FORMER INVRAVISION DIRECTOR WILLIAM TAMAYO MAJIA REPORT-ED THAT HIS GROUP WAS NOT MET AT EIATHER THE AIRPORT IN LOS ANGES OR NEW YORK CITY BY USDOC OFFICIALS AND THE GROUP HAD TO MAKE ITS OWN APPOINTMENTS AT NBC AND ABC. THIS LACK OF APPOINTMENTS COMPLICATED MATTERS SINCE GROUP SPENT ONLY EIGHT DAYS IN THE U.S. TAMAYO EXPRESSED DISAPOINTMENT THAT THE TRIP WAS UNPRODUCTIVE SINCE HE HAD ANTICIPATED MORE ENCOURAGEMENT FROM THE U.S. TELEVISION INDUSTRY. HE ADDED THAT IN NOVEMBER, 1976. INRAVISION OFFICIALS WITH THEIR FAMILIES WERE INVITED TO WEST GERMANY AS GUESTS OF THAT GOVERNMENT TO TOUR TELEVISION FACILITIES THERE.
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Disposition Approved on Date:
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Disposition Event:
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Disposition Remarks:
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